
MARKET FACTS!

MARKET FACT #154

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TRILLION pages is what Google indexed in 2016. It has grown from 1 trillion indexed pages. That's how much content is being produced.

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COMMENT: Adding more to the subject of content production, Google alone shows how much content is being published over the course of a year. It grew from 1 trillion to 30 trillion indexed pages in just 7 years. Furthermore, a single platform – Wordpress – gives us [a reference about content growth: In July 2016 nearly 70 MILLION NEW posts were published on Wordpress \(!\)](#). Impressive. Because that's over 2 MILLION per day as Buzzsumo points out. Now, what's your Content Marketing strategy now that you know this?

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